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Official Website Proposal

Submitted by:
Bleu22 Studios, Inc.

Submitted to:
Walt Disney Imagineering

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Overview, Concept, & Strategy

MISSION: SPACE Website

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OVERVIEW

"Making the Dream of Space a Reality!"

The new Epcot Center thrill ride, *MISSION: SPACE*, is a spectacular feat of engineering, flight of the imagination, and vision. A "one of a kind" Space adventure, *MISSION: SPACE* will give guests the electrifying illusion that they are experiencing Space travel first-hand, actually becoming a Space explorer, an Astronaut. The highly anticipated Epcot experience, opening in 2003, will simulate an exciting journey into Space, placing guests in an Astronaut's shoes -- from an Astronaut's initial arrival at the International Training Center to in-Space experiments at the Advanced Training Lab.

Through rides, games, and an interactive post-show event, the guest will get to actively participate in the steps that an Astronaut takes to soar through Space. At *MISSION: SPACE*, the guest will embark on a fantastic adventure that few have ever experienced – blasting into Space!

Bleu22 Studios will work with Walt Disney Imagineering to develop a full website that not only reflects the excitement and thrill of the *MISSION: SPACE* experience, but also immerses the guest in the feel of being an Astronaut. The goal is to simulate the excitement of *MISSION: SPACE* and motivate the audience to "Choose To Go!"

➢ Marketing Goals & Objectives

Primary Goal: Create a website that will position MISSION: SPACE as THE vacation destination!

The Marketing Goals and Objectives for the *MISSION: SPACE* website are:

- **Promote *MISSION: SPACE* as an innovative, unique ride experience.**
  - Communicate the visceral experience of the ride.
  - Get guests excited about *MISSION: SPACE*.
- **Provide concrete information about the ride and post show.**
  - Provide preview material that represents the interactive aspect of the attraction.
  - Communicate that *MISSION: SPACE* is something you **experience**, not something you watch.
- **Give guests viral tools they can use to spread the word.**
  - Build a community of event seekers who will generate a buzz around the new ride.
  - Build hype and anticipation for *MISSION: SPACE* through the website and position it as the "MUST GO" Summer event for 2003
- **Create a press-worthy site through innovative design and integrated marketing efforts.**

The marketing objectives for *MISSION: SPACE* are centralized around the promotion of the ride. This is a high-quality offering from Disney – no one could bring it to the public like Epcot Center!

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To achieve these goals, we must convey the following messages clearly and compellingly to the website guest:

- **Mission: SPACE is a BIG ROCKET RIDE.**
  - *Blast Off* and experience the thrill of a rocket launch!
  - It is new, exciting and unique in the world.
  - *MISSION: SPACE* is challenging – Do you have what it takes?
- **Space is for everyone.**
  - *MISSION: SPACE* is a family destination.
  - There are alternatives to the thrill ride.
- **Feel what it is like to be an Astronaut**
  - You affect your experience.
  - *MISSION: SPACE* is realistic and immersive.

➢ Target Audience

"We Choose To Go!"

The target audience for *MISSION: SPACE* is both broad and diverse, therefore our message will emphasize that Space Is for Everyone! The goal of the website is to reach the widest possible mainstream audience and build excitement leading up to the opening at Epcot Center. The website will not only provide key ride information but also motivate guests to become a part of the *MISSION: SPACE* experience and spread the word about this new and thrilling ride.

The targeted demographic for the *MISSION: SPACE* is:

- **Families (moms & dads) who are planning and booking their next vacation.**
- **Kids, Teens & Tweens who are looking for a challenge and an adventure in their online world.**
- **Post-park guests who want to collect their postcards, plan to come again and spread the word to friends.**
- **Disneyphiles who want to preview their experience online.**

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CONCEPT & STRATEGY FOR THE *MISSION: SPACE* WEBSITE

"Space Is for Everyone!"

Walt Disney's dream for Tomorrowland, as well as for the future of the people of earth, was that Space is where we should be. The Disney-Von Braun collaboration in the 1950s was the Jules Verne influence of its day -- vitally instrumental in expanding the public imagination about Space and man's possibilities in it. The *MISSION: SPACE* site must be the interactive culmination of that imagination - a place for the public to gather and imagine the future of Space and our place in it.

As children, we gazed forever at the stars on a warm summer evening, watching as the sky faded from blue to black, and the distant lights became brighter and brighter. We endlessly tried to find Cassiopeia, Orion, the Big Dipper, the Milky Way. We confidently pointed out Venus or Saturn or Mars to our little brothers and sisters, reciting planetary facts by memory. We fantasized about Space travel and how we would be the first to walk on Mars, or to discover some new life form on Venus. We dreamed about being Astronauts, about hurling through the stars, embarking on a Space adventure.

Are you ready to *Blast Off*? Are you ready to rocket through the heavens, experiencing what Space Travel is really like? Can you live and work (and play) in Space? Are you ready to be an Astronaut Candidate and find out? Are you ready for the ultimate adventure in this solar system? *MISSION: SPACE* says, "Yes, you are, and we *want* you!"

Space fascinates us as children and adults, luring us to explore the stars, the planets, the galaxies, and other universes. Few could resist the call to experience this adventure, and now *MISSION: SPACE* allows for those of us who remain on terra firma to actually walk in an Astronaut's shoes - if only for a day. ***MISSION: SPACE is not just a ride; it is the experience of a lifetime!***

The *MISSION: SPACE* website needs to epitomize this message, it needs to illustrate not just in images, but in sound and animation, the unbelievable journey of the *MISSION: SPACE* ride and experience. The website should do more than just imitate or reflect the ride or Space – it should engage the guest in all that is Space travel. The beauty of Space, the excitement and challenges of Space travel, and the sheer thrill of the Space adventure need to be immediate, from the moment the guest drops into the site.

The online interface for the busy and bustling *MISSION: SPACE* Training Headquarters will coax the visiting Astronaut Candidate to sign-up quickly for their adventure of a lifetime and will then encourage them to move immediately through the 'Pre-Flight Check' so that they can receive their training, confirm their mission status, and truly begin their adventure.

Bleu22 will create a unique online experience for the *MISSION: SPACE* website guest. By combining stunning creative with robust programming, and by relying on the extensive research and strategy Walt Disney Imagineering has already completed, Bleu22 Studios will deliver a website that is extraordinary in the world of the web. The website should have other-worldly beauty that makes the guest forget that he/she is sitting in front of a computer monitor; it should transport them, exhilarate them, take their breath away. The website will not be a final destination, but a doorway to dreaming…the starting point for a space fantasy. It should instill them with a desire to dream big, beyond the confines of their desktops and go see the 'real thing' at Epcot. We will produce a website that reproduces the exhilaration of the *MISSION: SPACE* adventure, engaging the guest in the storyline, enticing them to come to Epcot Center and experience it in person, and then encouraging them to visit the website after they have been to *MISSION: SPACE* to continue their adventure!

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➢ The Official *MISSION: SPACE* Website

"The Experience of a Lifetime"

Highlights and features for the *MISSION: SPACE* website will include:

- **A first person experience as an official Astronaut-in-Training.**
- **Personalization: Guests can build their own Astronaut profile, collect and store mission patches, and increase their rankings in the site by playing the games in each section.**
- **Games: Each section will include thematically appropriate games and activities to engage the guest and, at the same time, inform them about the ride.**
- **Desktop Applications that provide updates, promotions, a countdown to the guests' vacations and special downloads.**
- **An organic website environment that changes the color of the Marquee Sphere based on time of day.**

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Creative Direction

MISSION: SPACE Website

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CREATIVE DIRECTION

The *MISSION: SPACE* website will reflect the stunning visuals developed and created for the attraction itself, immediately illustrating for the guest the amazing experience awaiting them when they book their vacation for *MISSION: SPACE.* The website must capture the guest's imagination and sense of adventure, by utilizing inventive animations and graphics to portray several messages at once. The site must reflect the excitement of the ride, the thrill of Space travel, and the beauty of Space, yet also convey simply and easily the most important basic information to those guests needing only the facts.

To achieve this balance, Bleu22 Studios will develop the *MISSION: SPACE* website with a clear and well-organized navigation, offering guests access to the essential ride/experience information, while presenting all content in an adventurous and fun manner that invites all guests to explore their childhood Space fantasies again!

➢ Creative Tone & Visual Approach

"Blast Off for the thrill of a lifetime ride!"

The creative tone for the *MISSION: SPACE* website will revolve around the exciting environment of the *MISSION: SPACE* Training Headquarters. The visual approach will coincide with that of the ride and the feeling that you are about to "*Blast Off*" and experience the greatest thrill in the universe!

Guests will enter the site through a short introduction trailer that gives them the feeling of blasting off into Space. This introductory movie will be so graphically rich in its use of imagery, motion, and audio that it will convey the sense of literally blasting off in a launch and then flying through the immense landscape of Space. Utilizing the expansive array of imagery available through Walt Disney Imagineering and the *MISSION: SPACE* team, Bleu22 Studios will build an introduction animation early in the project, potentially launching it early with a "preview" of the new site. The introductory animation's goal is to draw the guest in, persuading them that they must explore further the *MISSION: SPACE* website.

After the sequence ends, guests will land on the home page and be introduced immediately to the dynamic world of *MISSION: SPACE.* Greeted through moving text and imagery of Astronaut Candidates, they will literally feel as if they have entered the *MISSION: SPACE* Training Headquarters and they are on track to a "countdown to launch". Guests will quickly find themselves in a first person environment where gauges, buttons, consoles and imagery will light up the screen. They will feel as if they stepped right into their training as they are prompted to become an Astronaut of the future.

Each main section will build in front of the guest's eyes, highlighting and animating the key visual feature for that section. For example, in the Rocket sub-section, the X2 Rocket should build up from a basic vector drawing, quickly filling in and roaring to life at the conclusion of the mini-movie. None of these animations will be longer than 3-5 seconds and all would use the powerful imagery of the *MISSION: SPACE* art. The sections' interface will be simple, with no more than 2-3 windows of content, yet they will interact with the guest.

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Some key visual features will be:

- With "Blast Off" as the theme, we can easily guide guests through the content of the site; by carrying this motif throughout each section, providing a consistent and organic thematic context, the guest is at ease navigating through the website while also being entertained.
- Welcome messages will prompt each guest with a "call to action" – We choose to go!
- Guest will be provided with concise and clear navigation (jump navigation) that will lead them quickly to each main section.
- The imagery will mimic the teaser site to remain consistent and provide returning guests with a sense of familiarity.
- The thematic creative direction will not overwhelm the content. The theme of *Blast Off* is a simple and direct one, laid on a foundation of the evolution from the teaser site. We will ensure the basic ride information is always readily accessible and obvious to a guest.

Creating the feeling of automated activity and an exciting physical environment that reacts to every move will require frequent use of small, compartmentalized animations that will play at key moments in the user experience. An important part of the site design, these visuals will combine beautiful imagery with information overlays that zip open to reveal content and action when activated by the guest.

- The home page and each main section page will animate in to build an interface that is bustling with excitement.
  - Main imagery will zap, zip, and speed in with information overlays sliding in.
  - Icons, buttons and logos will fly into position and take their place on the page.
  - Shapes will combine the organic curves of Space with an overlying framework that feeds information, data, and countdown clocks.
- Animations will prompt the guest on where to start – showcasing several new activities and promoting key sections and features.
  - Key features and content will highlight automatically – animating through colors and resting at a calm ending to prompt the guest to take action and begin their training.
  - Symbols, icons and navigation will fly into the screen – engaging the guest to "*Blast Off*."
  - Animations will be consistent reminders of the *MISSION: SPACE* ride and post show.

Graphic icons, stylized headers, and bold colors will highlight and animate to give guests a visual navigation to explore the site and experience the launch first hand. As they explore each section of the site, it will come alive with audio, text messages and animations that will make them feel special and unique. Audio will play an important role in the site to engage each guest in the conceit of training at the *MISSION: SPACE* Headquarters.

Colors for the site will mimic the actual ride and incorporate cool and calming hues accented by bursts of hot and active colors. Animations will be a critical part of the site, creating a dynamic feeling that interacts with the guest. This approach will provide guests with a sample of what is to come when they visit *MISSION: SPACE* and experience the thrill of Space.

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Logos and fonts will mimic the *MISSION: SPACE* experience and provide guests with a unique insight to challenges that await them. This will also give guests a familiarity with the ride before they book their vacation and visit the real *MISSION: SPACE* center. Guests will be able to create personal relationships with the ride and will want to experience it first hand.

"*Blast Off*!" is not just a creative theme for the *MISSION: SPACE* website - it is a visual tone that explores the essence of the ride, the thrill, and the excitement of becoming an Astronaut. It is a place where dreams come true, where the future is explored, and where you feel empowered to become part of this special club.

➢ Site Navigation

"Keep it Simple!"

NOTE: We understand that The MISSION: SPACE website will live within the Disney Online or WDPRO "chrome", consistent with all DOL Specifications, as specified within the DOL Developer's Guide included with the RFP.

The user interface design and navigation for the site is critical to ensure the success and usability of the content. With this in mind, the navigational structure will be developed that will satisfy guests who are looking for specific information and not inclined to play games, and those who wish to explore the site, send viral content and play games.

Main Navigation
The main navigation will be simple and straightforward. Visitors to the site will find the most important information at their fingertips via a prominent navigation bar. In addition, the essential ride information will reside in the What Is Mission: SPACE? Section, and be available in printable form through a link in the Global or Footer Navigation.

Experience Navigation
Guests who are looking for a fun interactive site will find that the same navigation system will allow them to immerse themselves into the Mission: SPACE experience. Users will be greeted as a new Astronaut Candidate and be prompted to follow their 'Pre-Flight Check' throughout the site. Within each main feature section, animated windows will activate - prompting the guest to visit other key areas within the section or launch to other areas within the site. These animated windows will include sound and graphics that will highlight to emphasize the exciting content residing in each area (e.g. Build Your Own Rocket and the Astronaut Personality Quiz).

Feature Navigation
A "feature navigation" will also be incorporated Mission: SPACE website. This will be unobtrusive in its design and include elements such as: Safety Information, Registration/Login, Send A Postcard or Sweepstakes.

Footer Navigation
The footer navigation for the site will include all of the copyright, legal, and terms of use/policy information for Mission: SPACE. Additional information and corporate links may also be incorporated to the footer navigation.

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➢ Site Technology

"During the Apollo Program, the computer was really the 'Fourth Astronaut.' We could not have gone to the moon without it."

Flash 5.0 technology will be used throughout *MISSION: SPACE* website to develop a creative direction and guest experience that is immersive and fun! Through Flash 5 technology a guest's experience is enhanced by the ability to bring in extensive animation, existing imagery and audio. All games will be developed in Flash 5.0, unless otherwise specified with WDI, to optimize the experience for the broadest audience possible.

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Site Sections & Feature Sets

MISSION: SPACE Website

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SITE SECTIONS & FEATURE SET

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➢ Site Outline

NOTE: Additional Proposer Suggested Items in bold and italicized

1. **Splash Page / Flash Introduction**

2. **Home Page**

3. **What Is *MISSION: SPACE*?: In Depth Description of the Attraction**
    a. Who Can Ride?
    b. ACTIVITY: Virtual Tour of the Facility
    c. ACTIVITY: Interactive Space Timeline
    d. GAME: Interactive Trivia Quiz
    e. Link to HP information

4. **Space Flight Experience: Pictures & Description of the RIDE!**
    a. The Rocket
        i. ACTIVITY: 3D Animated Build of the Rocket
        ii. ACTIVITY: Build Your Own Rocket
        iii. GAME: X2 Landing Challenge
    b. The Capsule
        i. ACTIVITY: Interactive Exploration of the Capsule
        ii. GAME: Sequencing/Simon
    c. Safety Information/Basic Ride Info

5. **Astronaut Experience/Information**
    a. 4 Capsule Positions
        i. Pictures and Descriptions
    b. ACTIVITY: Real Astronaut Profiles
        i. ACTIVITY: Astronaut Profile Dossier
    c. ACTIVITY: Firsts In Space (“75 Years of Manned Space Flight”)
    d. GAME: Astronaut Personality Quiz

6. **Train at the Lab**
    a. *MISSION: SPACE* Race
        i. Pictures and Description
        ii. Video of guests playing
        iii. ACTIVITY: Training VideoMaker
        iv. GAME: *MISSION: SPACE* Race Online

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b. Expedition Mars
   i. Pictures and Description
   ii. ACTIVITY: Satellite Tracker System
   iii. GAME: Expedition Mars Online

c. Postcards from Space
   i. Pictures and Description
   ii. ACTIVITY: Send A Postcard

d. Space Base
   i. Pictures and Description
   ii. Safety Information

7. Game Links Page

a. Listing of all Games

b. For Registered Guests:
   i. Daily high scores for each game
   ii. All time high scores for each game

8. Downloads

a. Screensavers

b. Wallpapers
   i. Create Your Own Mission: SPACE Wallpaper

c. AIM Astro-Buddy Icons

d. WinAmp Mission: SPACE Skins

e. AstroPacks (downloads for external devices):
   i. PDA, Wireless, iPAC, SMS
   ii. System Sounds

f. Desktop Applications
   i. Astronaut Screenmate
   ii. Interactive Desktop
   iii. Countdown to Vacation clock
   iv. Rocket Cursor

9. "Feature" Navigation Items:

a. Send A Postcard: links to "Send A Postcard" in Postcards from Space

b. Sweepstakes Page (HP related or Disney Marketing)

c. Registration/Login Page(s) (Links to Disney's Global Registration)
   i. Registration form/page
   ii. Login page
   iii. Check Your Rank:
      1. *Status Window*
      2. *Points System Description Page with access to downloads*

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10. Global/Footer Items

a. All You Need to Know About *MISSION: SPACE*: capabilities page (printable)
b. Safety Information
c. Guest Services
d. Privacy Policy
e. Internet Safety

➢ Site Sections

To keep the thematic concept of the *Mission: SPACE* Training Headquarters fluid and easily accessible to the guest, each section will be clearly delineated as a part of the 'Pre-Flight Check' and an integral part of the Astronaut Candidate's training. Each section will have its own distinctive intro animation of about 3 seconds. The animation will highlight and showcase the central element of the section.

➢ Registration & Points System

Registration will be COPPA complaint and not required for guests to interact within the site.

❑ **Points System**

The Points System is a community building application that allows Astronaut Candidates to receive "points" for participating in the games and activities on the site and enlisting friends to join in the fun. It provides an additional means to promote the project and engage guests to participate in the site. Similar to mileage systems, the guest can gain points by interacting with activities on the site, sending viral content to friends, or achieving certain levels in each game. Guests will accumulate points and achieve "rankings" and levels based upon their points totals. Each level will have attendant awards and unique downloads. Guests will be able to view their points at any time and compare their scores and rankings with other registered Astronaut Candidates!

The Points System will be built in the DOL GOREG system, storing guest information and assigning them a rank in the site.

❑ **Points System Page/Section**

This section and/or page will hold all of the pertinent Points Structure instructions, Astronaut Candidate Level awards packages, etc. The theme of the Astronaut Training will be carried through here, providing certificates and special downloads for logged-in candidates.

❑ **Check Your Rank Status Page ("My Page")**

This page is the status window/section for guests who have registered. This page/section would automatically launch upon log-in (as a separate smaller window) and list the Candidate's overall "ranking", their ranking per game, and the downloads available immediately for them to access. This window would prompt the guest to play more games to reach a higher ranking and therefore access more downloads. Also, this would be a great opportunity to include a Send To A Friend feature that allows the Candidate to challenge a friend!

The following is a sample of the guest/guest experience flow for registration, login and the points system:

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- **Registration:**
  - Guest clicks on the Start Astronaut Training Now! link off the Login navigation
  - After filling out and submitting the registration form, guest is assigned a unique Astronaut Candidate Identifier
  - The Points System Page with all of the descriptions and instructions pops-up and the guest reads through all of the games and activities on the site they can now play to accumulate points. The guest learns how to accumulate points, learn what each Astronaut Candidate Level encompasses, as well as sees samples of the cool downloads they can accrue!
  - The guest clicks on the Get Started! Link which brings them to the Games page, where they see the Daily Top Ten Scorers, and all of the different games from which to choose.

- **Login & Check Your Status Features:**

Upon entering the website, guests will need to log into the site to continue to accumulate and save points and rankings for games and activities. Guests who have already logged-in through the GOREG system, on their current computer, will automatically be logged into the Points System.

The features for Login include the following:

- Enter Guest name
- Enter Password
- Automatic launch of the Check Your Rank Status Window/Page ("My Page"):
  - Mission Patch icon representing the candidate level the guest has reached so far
  - Copy: "Welcome, Astronaut Julie! Congratulations, you have successfully accessed Level 5, Deep Space Exploration!"
  - Will include the guest's total accumulated points so far, then broken out by game.
  - Will include the all-time top scorers and how guest ranks against them ("Congratulations, Astronaut Julie! You are in the Top Ten of our High Scorers!")
  - Will include a link to the featured downloads for that level achieved (e.g., a unique screensaver, wallpaper, buddy icons, and certificate)

- **Sample Game & Points Submission Experience**
  - After exploring the What Is *MISSION: SPACE* section, the guest decides to try their luck with the Interactive Space Trivia Quiz.
  - There are 50 questions total, randomized, 10 questions per game
  - Initial screen plays brief instructions
  - Second screen asks to assign a point value for the question (25, 50 or 100 points)
  - Question comes up
  - Guest chooses an answer from a list of 4 multiple choice options
  - The guest has chosen wrong! They get to try again…for three times!
  - They finally get right answer
  - The cycle starts again

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- At the conclusion, the points are tabulated
- The guest is asked if they want to "submit" their winning points
- They choose to submit and the point total is added to their points "pool"
- The guest is notified by a pop-up window (their Check Your Status Personalized page) that they have now qualified for the Astronaut Candidate Level 5. A link is given to access their special downloads.

➢ Astronaut Personality Quiz

Before you check your personality at the capsule door, take the Mission: Space Personality Quiz, otherwise known as N.A.S.A.L. P.O.P. (National Aeronautical Security and Launch Personality Overview Profile), and find out what your role inside the spacecraft will be.

Commander: Always prepared to take charge in any situation, you are able to keep your crew focused and working together to accomplish any mission. That would be a space mission, not pouring Tang into your crew members' space suits.

Pilot: Your attention to detail and level of concentration are unparalleled. Some say the instrument panel is an extension of your hands. You could fly the capsule through any dimension the universe hurls at you. Or any evil space lords.

Navigator: There isn't a galactic maze you can't back yourself out of. You mapped out every inch of inner and outer space before you could ride a bike. Note: you might want to consider putting the compass down occasionally and picking up a tennis racket.

Engineer: Dedicated to making all areas of the capsule run smoothly, your technical expertise is crucial to the overall success of any space journey. Hint: try talking to your fellow crew members, they are just as intelligent as any theorem.

- **Intro to Quiz:**

(V.O. w/text) Welcome to the MISSION: Space Astronaut Training Center. We have selected the best candidates from all over the world and are looking forward to preparing you for space travel. Each capsule has four positions and our goal is to assist you in finding the role you are best suited for: Commander, Pilot, Navigator or Engineer. Each role has an important function in space, with no one position outranking another. The first step in determining what kind of responsibilities you will take on is to complete the Mission: Space Personality Quiz, otherwise known as N.A.S.A.L. P.O.P. (National Aeronautical Security and Launch Crew Personality Overview Profile). We ask that you think carefully before answering each question because once you have made a selection, you cannot go back and change it. Candidates, please prepare for your first exam. Begin.

- **Sample Quiz Questions:**

Question 1:

You are cruising through a time-space continuum that is about to contract and become a wormhole. Do you:

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1.) Increase the speed of the space capsule and fly straight through the continuum before the wormhole emerges (Pilot)
2.) Steer the capsule in an alternate direction while pinpointing new coordinates (Navigator)
3.) Use all available equipment on board to deflect harm from outside forces (Engineer)
4.) Work with each crew member to ensure that all necessary precautions are being taken (Commander)

Question 2:

There is a malfunction in Engine 2, which means you will have to dock on an unregulated space station in order to conduct repairs. Do you:

1. Decide that the repairs can be made without docking (Engineer)
2. Check the Galaxy Michelin Guide for space stations that are listed (Navigator)
3. Decide that you can continue ahead with just one engine (Commander)
4. Decrease engine speed to conserve pressure on Engine 1 (Pilot)

Question 3:

You are picking up radar signals from an unknown source and cannot detect if they are friend or foe. Do you:

1. Set up a force field to see if it can identify what the signal is and who's sending it (Engineer)
2. Get as close as you can to the signal without being detected (Pilot)
3. Send a warning signal out to let other space craft in the area know you've picked up undocumented radar (Commander)
4. Switch to a previous flight plan to throw off potential enemies (Navigator)

Question 4:

You have heard about the existence of quasars but have never actually been close to one. Although it would take you off course by about four light-years, do you:

1. Design a flight plan that calculates the fastest way to get there (Navigator)
2. Reorganize crew members' tasks to safely incorporate a detour (Commander)
3. Calibrate the exact amount of energy the space capsule would expend to go off-course versus staying on course (Engineer)
4. Decide whether to use Instrument Flight Rules or Visual Flight Rules to guide the capsule towards the quasar (Pilot)

- **Technical Overview:**

Developed in Flash, this interactive quiz uses questions and answers from the prolific and extensive research the *Mission: SPACE* team has already compiled. When the guest chooses to play, a pop-up window will spawn, and the guest will manually start the game playing by clicking on the "Start Game" button. Each question will have an attendant animation, and the multiple choice answers will animate into the window. A sample of the gameplay is below.

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- **Gameplay:**
    a. 50 questions total, randomized per round
    b. 10 questions per round
    c. Initial screen introduces the game and gives brief instructions
    d. User hits BEGIN QUIZ
    e. Animation rolls in, question rolls in, pause, answers roll in one at a time
    f. User clicks on answer (can mouse click or use keyboard a,b,c,d)
        i. Each answer is coded to a position or role, so the game collects each answer and tallies the total “pilot”, “engineer”, etc. answers and that is the role “assigned” to the guest at the conclusion!
    g. Question cycles start again immediately after the guest chooses their answer.
    h. At the conclusion of the quiz, the last screen displays the following copy:
        i. “Congratulations, our quiz has determined you are best suited for the role of…”
        ii. And, one of the roles is displayed dependant upon your total!

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➢ Additional Proposer Suggested Website Features & Games

- Games and Activities embedded within the site or for download

  - **Astronaut Profiles**

    Each person who registers with *MISSION: SPACE* website will have the opportunity to build an astronaut profile and participate in *MISSION: SPACE* Astronaut Candidate Rankings. They will need to select from a list of choices to build their initial profile. Each Astronaut profile will grow each time they participate in the website games and activities. A "Dossier" file, downloadable or embedded in the site for future return viewing, would accompany each profile, once built. Guests can send these profiles to friends, encouraging them to come to the *MISSION: SPACE* site and participate in the fun!

    A sample profile is shown below.

NAME:	Astronaut Julie
NATIONALITY:	American
D.O.B:	July 29, 1973
BIRTH PLACE:	Sacramento, California
MARITAL STATUS:	Single
BLOOD GROUP:	AB
HEIGHT:	5ft 9in
WEIGHT:	126 lbs.
HAIR COLOUR:	Brunette
EYE COLOUR:	Brown
SPACE TRAVEL:	Mars Space Station, Venus Way Station

  - ***MISSION: SPACE* Training Video-Maker**

    The video sequencer is a Flash feature, which allows guests to create their own video using animations from the game. The Video Sequencer uses basic assets such as audio, music, special effects, animations (clips) and images, which are formatted and programmed in Flash 5. Using a simple interface design, guests can create their own sequence of events, producing their very own *MISSION: SPACE* training video!

  - **Create Your Own *MISSION: SPACE* Wallpaper**

    Guests can choose from images, backgrounds, titles, borders and taglines to create their specially crafted *MISSION: SPACE* wallpaper. They can arrange the order of their creation by dragging and dropping in graphics and they can select to download, save or send the wallpaper to a friend.

  - **Interactive Space Timeline**

    This feature is a scrolling interactive timeline featuring all of the extensive research the *MISSION: SPACE* team has collected. Understanding the history behind international space travel can give special meaning to the ride and the full experience for guests. The timeline would be animated and feature special video, audio and animations, bringing to life the stories behind the adventures.

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- **AIM Astro-Buddy Icons (Download)**

Cool animated specially branded Buddy Icons will add flair to any Instant Message client as every IM'er knows, you need a handle (a.k.a. icon) that best represents you. Buddy Icons are fun, cool viral ways for people to represent themselves online. The official *MISSION: SPACE* icons will animate and be branded for the different main content sections of the site and the Astronaut Candidate Rankings (Perhaps Mission Patch icons!).

- **Win Amp Skins (Download)**

Win Amp Skins is an outstanding way to customize your guests' Win Amp players into a *MISSION: SPACE* Player. Bleu22 will create a series of four (04) Astronaut skins that guests can select for download. The skins will be branded *MISSION: SPACE* and can incorporate promotional partners (HP). The following skins are suggested in the initial package:

- Pilot
- Navigator
- Commander
- Engineer

- ***MISSION: SPACE* Training Headquarters Desktop Communicator (Download)**

When training to become an astronaut for *MISSION: SPACE*, Astronaut Candidates need assistance and guidance on what positions they will fill once they have completed their training. This Interactive Desktop has everything you need to stay on top of the *MISSION: SPACE* adventure!. Equipped with an Interactive Journal, Research and Dossier Files, and events calendar, Astronaut Candidates can use this tool to stay abreast of the games, activities and their quest for higher rankings!

- ***MISSION: SPACE* Satellite Tracker System (Download)**

This cool tool will download to guests desktops. Guests can find different locations by using GPS and satellite imagery. Guests will access the spot by clicking on the signal that takes them to a specific area within a *MISSION: SPACE* identified locale (e.g., Mars, etc.).
This GPS Tracker System works on PC only as a download.

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- Viral Marketing Activities

  - **Choose To GO!**

This grassroots campaign will promote the *MISSION: SPACE* project as a vacation destination where people will "Choose to Go!" The concept for the campaign will deliver a series of postcards, viral elements and online brochures that center around the slogan "We Choose To Go". The feature will mimic a travel and real estate campaign that lures guests to come to the site and explore the *MISSION: SPACE* website.

Rich imagery of space, rockets, and most importantly, the *MISSION: SPACE* experience, will make guests feel motivated to come travel to space! The campaign will include banners, maps, images, history and newsletters (see above) to create a unique site that draws guests and ultimately drives traffic to the *MISSION: SPACE* website.

  - **MISSION: SPACE Headquarters Newsletters**

MISSION: SPACE Site Newsletters will give registered guests the opportunity to stay informed with all of the latest activity, production imagery and *MISSION: SPACE* updates.

  - **Astro-Trading Card Forum**

Created as a means to boost viral awareness of *MISSION: SPACE*, this series of special flash online trading cards will allow kids to collect and trade astronauts, planets, and galaxies! Nine cards are initially created and include images, motion files and information related to the top astronauts.

Cardholders can store, trade and collect new cards distributed via the web and viral promotions in an online Trading Card Forum. This campaign can be integrated into the existing online efforts or created as a stand-alone environment where guests visit, collect and trade.

Each card provides guests with the ability to download, store, view, trade and send a card to friends and family. A point system can easily be integrated into the forum and trading cards to provide "first-look" for *MISSION: SPACE*.

  - **Special Edition *MISSION: SPACE* Flash Books**

Each Special Edition Flash Book will feature a series of photos from the *MISSION: SPACE* building, ride and project. The guest will choose to download, send, or view the Flash book by clicking on the associated link. Each book will contain six (06) stills from Epcot Center and include special theme music, links to the site and trailer, and additional information for the opening of the *MISSION: SPACE* ride. These are effective ways to package themes and collectable downloads for viral distribution. We suggest the development of a series of four (04) themed Flash Books. These will include the following elements:

- 6 stills per book
- Soundtrack audio
- Links to the site and registration

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Cost Estimate

MISSION: SPACE Website

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CONCEPT/CREATIVE ESTIMATIONS ***$33,040.00***

Creative Review Meetings

Design Document

DESIGN, ANIMATION & PROGRAMMING ESTIMATIONS FOR MAIN SITE ***$103,120.00***

Main Design Concepting

- 6 Sections/Top Level Pages
  - Home Page est. @01
  - Main Page Templates est. @06
  - Content/Support Pages est. @40

Navigation and Interface Directions

Tertiary Templates and Game/Activity Templates

Basic Website Programming

- HTML Programming

Flash Design & Programming

- Flash Intro est. @01
- Levels & Experience Programming
- Flash 5 (potentially MX) Site Programming
- Site Architecture & Navigation
- Site Animations & Motion

Advanced Programming & Integration

- Advanced Flash Scripting
- Database Programming (in conjunction with DOL)
- Registration and User Profiles (in conjunction with DOL)

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FEATURED CONTENT ESTIMATIONS

Virtual Tour	est. @01	$16,500.00
- Minimum One Trip to Florida for Core Team		
- Create Art		
- Digitize Assets		
- Content Development		
- Technical Development		
- Includes Click-Through Art Gallery (for slower connections)		
3D Build of the Rocket	est. @01	$8,500.00
- Flash Animation		
- "3D" export of art		
Interactive Exploration of the Capsule	est. @01	$8,500.00
- Flash Animation		
- "3D" export of art		
Firsts In Space	est. @01	$2,500.00
- Interactive Timeline		
Games/ Activities	est. @11	$40,500.00
- Interactive Trivia Quiz	est. @01	$6,000.00
- Build Your Own X3	est. @01	$8,500.00
- Sequencing Game	est. @01	$5,500.00
- Astronaut Personality Quiz	est. @01	$14,250.00
- Send A Postcard	est. @01	$6,250.00
- E-card Builder		
Viral/ Downloadable Content	est. @15	$38,150.00
- Astronaut Screenmate	est. @01	$14,250.00
- Countdown Screensaver	est. @01	$5,500.00
- Screensavers	est. @04	$6,000.00
- Desktop Wallpapers	est. @06	$3,000.00
- AstroPack	est. @01	$9,500.00
- PDA, Wireless, iPac, System Sounds downloads		

PROJECT MANAGEMENT COST ESTIMATIONS ***$ 40,000.00***

- Account & Project Management
- Client Interface
- Documentation
- Production Scheduling

TOTAL COST ESTIMATIONS ***$290,910.00***

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ADDITIONAL FEATURES

Astronaut Profiles	est. @01	$4,000.00
VideoMaker	est. @01	$8,500.00
Create Your Own Wallpaper	est. @01	$6,000.00
Interactive Space Timeline	est. @01	$6,500.00
Desktop Communicator	est. @01	$20,500.00
Satellite System Download	est. @01	$8,500.00
Choose To Go! Viral campaign	est. @04 postcards	$6,500.00
Newsletter	est. @04	$8,500.00
Trading Card Forum	est. @04 Cards	$16,500.00
Flash Books	est. @04	$5,500.00

PROPOSED PAYMENT SCHEDULE (does not include Mandatory Alternates or Additional Features in Payments)

Milestone 1	$60,000.00
Milestone 2	$50,000.00
Milestone 3	$50,000.00
Milestone 4	$50,000.00
Milestone 5	$50,000.00
Milestone 6	$30,910.00

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